

PUBLIC INFORMATION AND COMMUNICATION SERVICES
(PICS)

NIH - TASK ORDER

RFTOP# 49 TITLE: NIDCD Information Clearinghouse

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. POINT OF CONTACT NAME: Anthony Revenis

Phone- (301) 402-3073 **Fax-** (301) 435-6101

Proposal Address:

6011 Executive Blvd. Rm 529S
Rockville, MD 20892-7663

Billing Address:

Accounts Payable, OFM, NIH
Bldg 31, Room B1B39
Bethesda, MD 20892-204

B. PROPOSED PERIOD OF PERFORMANCE: 1 year with two one year options from date of award.

C. PRICING METHOD: Time and Material. Firms should provide an fixed hourly price for proposed job categories/personnel and a formula based on hourly compensation for future service requirement. Prices shall be proposed for all three years. For other pass through costs, offerors shall provide a percentage to be applied to costs as a “handling charge”. A different percentage may be proposed for subcontracts, consultants and other costs. Price will be a factor in the determination of the firm that is selected for award.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted by e-mail to the above POC. Please enter in the subject line the following text, “RFTOP#_49__ Proposal submitted by _(insert firm name)_.” A signed task order form will be requested at a later time from the selected firm(s). Proposals should not exceed 25 pages. Work samples, brief resumes or letters of commitment may be attached as appendices.

NIDCD reserves the right to split the award of this project to multiple firms, so a firm may make a proposal for only part of this work (for instance, graphic design or minority outreach). Most of the listed tasks are currently being provided by Eagle Design and Management, Inc. of Bethesda, MD.

E. RESPONSE DUE DATE: February 28, 2002 at 4:00 p.m. Eastern Time

F. TASK DESCRIPTION:

The objectives of this task order are to a) provide a continuation of the services of the NIDCD Information Clearinghouse; b) coordinate and network with professional and voluntary organizations concerned with human communication disorders; and c) develop electronic resources to increase information dissemination. This activity is conducted through the NIDCD's Office of Health Communication and Public Liaison (OHCPL). More information on the OHCPL and its activities can be found at <http://www.nidcd.nih.gov/health/health.htm>. This task will also support the activities related to the hearing objectives (Healthy Vision) of Healthy People 2010. More information on Healthy Hearing can be found at <http://www.nidcd.nih.gov/healthyhearing/index.htm>.

TASK 1: PLANNING AND MANAGEMENT: The Contractor shall develop, implement with approval of project officer, and maintain a project management and planning process that includes a Work Plan to carry out the tasks of the contract. The Work Plan may include the following:

- tasks to be accomplished
- methods and timelines for achieving the task
- allocation of resources, costs, hours, and personnel
- transition planning, execution, and contract closeout that assures an orderly and timely transition at the time of contract expiration. This plan will address all stored publications and materials including paper and electronic copies, Government furnished property and Contractor acquired property obtained through expenditure of funds from this contract, correspondence and official files, and shelf supplies of publications and materials used to respond to inquiries; program files; software programs developed or altered in the performance of this contract and for which contract funds were expended

TASK 2: MATERIALS DEVELOPMENT: The Contractor shall plan the tasks necessary for the development of new and revised materials at varying literacy levels and formats, with appropriate cultural sensitivity, and have the capability to create in Spanish language or on occasion other language capability. The Contractor will develop or use an existing intranet for the purpose of posting the draft materials for revision or approval by the Project Officer. The Contractor shall be able to arrange for materials to be recorded or converted to Braille or audiotape, whichever is appropriate, for sight-impaired individuals and will prepare materials in a format suitable for the web. The contractor shall be aware of the requirements for Section 508 of the Rehabilitation Act of 1973 and work with NIDCD staff to ensure all materials placed on the Health Information web site are compliant. This task may include the following:

- maintenance and revision of all existing publications, newsletters, directories and other reference materials, science education materials, and accomplishments list for the WISE EARS! health education campaign etc.
- database maintenance and identification and abstracting of new materials for the DC subfile of the Combined Health Information Database (CHID) or like database
- a monthly status and progress report
- continued development and maintenance of the NIDCD health Information Web site content

TASK 3: GRAPHIC DESIGN: This task involves:

- conversion of all documents for the NIDCD Health Information Web page into a format suitable for the Web, such as Microsoft Word. This includes additions to the DC subfile of CHID; all new or revised publications developed by the Clearinghouse staff; the Inside newsletter; the NIDCD Directory; the NIDCD Publications List; new materials, fact sheets; and other resource materials such as images, audio, or video in formats including CD-ROM.
- creating web-friendly, usable, variable resolution (high to low) visual files in standard formats such as jpeg, bmp, tiff, and pdf to ensure effectiveness and efficiency for web uploading.
- providing design, typography, layout, production, and duplication services for the design and production of exhibit panels, graphic design for NIDCD Information activities and publications, and Clearinghouse newsletter; duplication of materials required to respond to information inquiries and to promote the Clearinghouse services; video archival and retrieval of photographic and other materials, and incidental duplication and printing of materials.
- One electronic and one hardcopy of a monthly status and progress report

TASK 4: INFORMATION DISSEMINATION AND TRACKING: This task involves an important aspect of the NIDCD mandate from Congress, the dissemination of information materials to health professionals, patients, people in industry and the American public concerned with the NIDCD's seven areas of research: hearing, balance, smell, taste, voice, speech, and language. Specific services can include the following items:

- the provision of inquiry services including responding to requests for publications and information on health topics covered under the NIDCD mission statement that are submitted via telephone, mail, or electronic means.
- an inquiry log and data reporting capabilities
- a text telephone/telecommunication device for the deaf (TTY) or the ability to use communications software and TTY modem equipment so that TTY calls can be received through the computer independent of a TTY machine

- the ability to understand and communicate with the Spanish-language speaking public either live or by delayed tape option
- a monthly status and progress report that incorporates the results of any ongoing information collection (to be provided by Institute staff)
- maintenance and update of lists for e-mail blasts
- development of specialized information packets
- identification of appropriate avenues to reach target audiences about the Clearinghouse and all available NIDCD health information and science education materials
- provision of health information, and scientific information to Institute staff related to the understanding, diagnosis, treatment, and prevention of disorders of hearing, balance, smell, taste, voice, speech, and language appearing in newspapers, magazines, scientific journals, press releases, and other appropriate sources via searchable access services, e.g. Lexis-Nexis. Disseminates materials to mailing lists and health specialized service press.

TASK 5: EXHIBIT AND CONFERENCE MANAGEMENT: This task involves the provision of exhibit services, repair and support of exhibit structures, and contractor support at professional, voluntary, and health education meetings and NIDCD/OHCPL conferences and meetings. All travel shall be conducted in accordance with Federal Travel Regulations and must be kept to the lowest possible dollar amount by taking advantage of early rates, appropriate staff attendance, and discounts for travel, accommodations, and exhibit arrangements. A yearly exhibit schedule and a summary report (from each meeting/conference) is required.

TASK 6: STORAGE, DISTRIBUTION, AND INVENTORY: The purpose of this task to ensure a central repository and distribution center exists for professional, patient, and public education materials and resources. Specifically, this may involve warehouse and storage capability, messenger service, and a computerized inventory retrieval and distribution system for all materials. A monthly status and progress report is required. The report will include audience analysis factors and status of publication notations.

G. EVALUATION FACTORS

Prior Experience and Past Performance (40%) Contractor must demonstrate experience related to the work outlined in this task order. Contacts for no more than five, current, relevant projects demonstrating the contractors experience should be provided.

Staffing and Management (20%) Contractors must demonstrate experience of key personnel in supporting the planning and implementation of activities described in the task order. Contractors are to provide a detailed staffing plan, including proposed

labor hours and a management plan that describes the contractor's approach to managing work and subcontract management, if applicable. As part of the staffing and management plan, the contractor shall summarize the relevant program development experience and skills of each of the individuals proposed for the task order

Technical Approach (20%) Contractors must demonstrate a thorough understanding of the task order requirements and experience with program development and outreach. This includes creative and innovative approaches, and the assignment of tasks to experienced personnel. The proposal will be evaluated according to the soundness, practicality, and feasibility of the detailed, written description.

Cost (20%) While price is not the most important evaluation factor, proposed prices will be considered in determining the firm that represents the best value to the government.

RFTOP# 49 TITLE: NIDCD Information Clearinghouse
PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0 _____
TO # NICS-49

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method:

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE

CONTRACTOR: _____
Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM
SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED:

FAX # Signature - Project Officer Date

APPROVED: _____

FAX # Signature - Contracting Officer Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED TASK ORDER AMOUNT
WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & PICS COORDINATOR

APPROVED: _____
Signature -Anthony M. Revenis, J.D., NIH-PICS Coordinator Date